

**PERSONNEL AND TRAINING BUREAU
TRAINING DIVISION**

TRAINING NOTICE

March 27, 2014

12.1.1

TO: Concerned Commanding Officers

FROM: Commanding Officer, Training Division

SUBJECT: CALIFORNIA SPECIALIZED TRAINING INSTITUTE NOMINATIONS
FOR CRISIS COMMUNICATIONS AND THE MEDIA COURSE:
FIRST YEAR

It is requested that commanding officers submit nominations for the Crisis Communications and the Media: First Year Course presented by the California Specialized Training Institute (CSTI). A description of this course is attached. This course is **not** POST-certified or POST-reimbursable. The course dates are currently undetermined and will be announced once they become available.

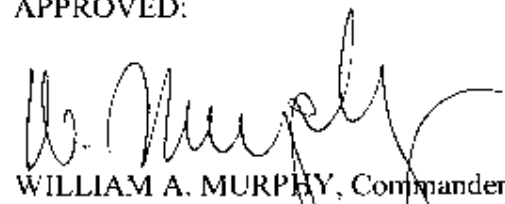
Due to attendance limitations, nominees will be selected based upon the relevance of the training to their current duties. It is important to consider the attendee's ability to impart the knowledge gained to others in field situations, roll call, and at training days. Final selection will be made by the Commanding Officer, Training Division (TD).

Commanding officers are requested to submit, in order of priority, the full name, rank, serial number, and work telephone number of the nominees on an Intradepartmental Correspondence, Form 15.2, to the Commanding Officer, TD. Please send nominations to Training Coordination Unit (TCU) via Department mail (Stop 412). The nomination must identify the Crisis Communications and the Media: First Year Course as the course being requested. **Nominations are due to TD by June 13, 2014.**

Class dates and times are subject to change and/or cancellation by CSTI. Any questions regarding this Notice should be directed to the Course Coordinator, Officer Lloyd Johnson, TCU, TD, at (213) 485-3161.

APPROVED:


MICHELLE VEENSTRA, Captain
Commanding Officer
Training Division


WILLIAM A. MURPHY, Commander
Assistant Commanding Officer
Personnel and Training Bureau

Attachment

Distribution "B"

California Specialized Training Institute
Course Description

CRISIS COMMUNICATIONS AND THE MEDIA: FIRST YEAR

40-Hour Course, non POST-Certified
No POST reimbursement for tuition, lodging, or meals

This three-level course is designed for anyone who will be working with the media in times of crisis. Although this is the first in a three-part series, the First Year Course is not a basic course. The program emphasizes the importance of developing a Public Information Office Team, communications skills, teamwork, and leadership. You will participate in public speaking exercises and media interview sessions. Everyone is urged to be a part of several team building and "teamwork" exercises. Classroom sessions are information-intense, with breakout sessions designed to help you apply principles and techniques that are taught.

CSTI's many qualified instructors bring years of experience from a variety of public and private agencies. You will meet representatives from agencies typically involved in crisis of major proportions.

- Meeting the Media's Needs
- Interview Labs
- Case Studies
- Multi-Agency News Conferences
- Public Speaking
- Communicator in Crisis
- Legal Aspects